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For: Methods For Acquiring, And For Displaying Predictions Of, Subjective
Consumer-Appraisals Of Items

1 1. A method for acquiring a consumer's subjective appraisal of an item of a type of
2 which the consumer has previously appraised one or more items, comprising:

3 presenting to the consumer a list of items previously appraised by the consumer,
4 ordered by the consumer's appraised values; and

5 allowing the consumer to indicate a position along the presented list which
6 corresponds to the consumer's appraisal of the new item relative to the items in the presented
7 list.

1 2. The method of claim 1, used to acquire item appraisals for a computerized
2 appraisal prediction system.

1 3. The method of claim 1, in which:
2 the relative difference between the consumer's appraised-values of adjacent listed
3 items is also indicated in the presented list; and

4 the consumer may adjust the relative difference between adjacent listed items, to
5 refine accordingly the consumer's appraised difference between the items.

1 4. The method of claim 1, in which allowing the consumer to indicate a position
2 along the list includes allowing the consumer to place a description of the new item above or
3 below an item, or between two items, that had been previously been appraised by the consumer.

1 5. The method of claim 1, in which allowing the consumer to indicate a position
2 along the list includes allowing the consumer to place a description of the new item at the same
3 position in the list as an item that had been previously been appraised by the consumer.

- 1 6. The method of claim 1, in which the items comprise movies.
- 1 7. The method of claim 1, in which the items comprise books.
- 1 8. The method of claim 1, in which the items comprise sound recordings.
- 1 9. A method for displaying a prediction of a consumer's subjective appraisal of an
2 item of a type of which the consumer has previously appraised one or more items, comprising:
3 presenting to the consumer a list of items previously appraised by the consumer,
4 ordered by the consumer's appraised values; and
5 Indicating a list position which corresponds to the appraisal value predicted for
6 the item relative to the other items in the list.
- 1 10. The method of claim 9, in which indicating a list position includes placing a
2 description of the new item between two items in or proximate the list.
- 1 11. The method of claim 9, in which indicating a list position includes placing a
2 description of the new item at the same list position as another item in the list.
- 1 12. The method of claim 9, in which the items comprise movies.
- 1 13. The method of claim 9, in which the items comprise books.
- 1 14. The method of claim 9, in which the items comprise sound recordings.
- 1 15. A method for displaying a prediction of a consumer's subjective appraisal of an
2 item of a type of which the consumer has previously appraised one or more items, comprising:
3 presenting to the consumer a scale or range of possible values for the consumer's
4 appraisal of the item; and
5 indicating to the consumer a probability value associated by the prediction with each
6 scale value or range of values.

1 16. The method of claim 15, in which a continuous range of probabilities is indicated
2 for a continuous range of scale values.

1 17. The method of claim 15, in which the probability value is indicated at least in part
2 through presentation of multiple scales or ranges of possible values.

1 18. The method of claim 15, in which the probability value is indicated at least in part
2 through the relative size of a display icon.